

The BDJ News section accepts items that include general news, latest research and diary events that interest our readers. Press releases or articles may be edited, and should include a colour photograph if possible.

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ORAL HEALTH PROMOTION TEAM TARGETS PRIMARY SCHOOLS

The County Health Partnerships Oral Health Promotion Team (part of Nottinghamshire Healthcare) has developed an initiative called 'Teeth Tools for Schools', a dynamic teaching resource for primary schools in an area where just under a half of all 5-year-olds have at least one decayed, missing or filled baby tooth (compared to just over a third in England).

Teeth Tools for Schools is an oral health resource for teaching staff working with children aged 3 to 11, created to support planned educational activities and raise the importance of oral health. The pack contains detailed information on the basics of oral health; easy to follow lesson plans;

interactive activities for children to explore and gain knowledge; ideas to involve individuals, classes and whole school approaches; and promotional materials for use with children and parents.

All primary schools in Nottingham City, Nottinghamshire and Bassetlaw have received their own copy of the Teeth Tools for Schools pack.

Oral Health Promotion coordinator Julia Wilkinson, who once appeared on the cover of the BDA's dental team publication, *Vital*, wielding a giant toothbrush, contacted the *BDJ* about Teeth Tools for Schools hoping to inspire other regions of the UK to adopt similar initiatives. 'The feedback

has been excellent,' said Julia. 'We can now proudly say that all our schools and teachers are sharing the consistent oral health messages and they are doing so with fun, interactive sessions that link to the National Curriculum.'

Teeth Tools for Schools joins Nottinghamshire Healthcare's well established City Smiles and Incredible Mouths programmes, which promote key oral health messages through partnership working with health visitors, midwives and school health teams.



SIGN UP FOR SMILES

To mark the unveiling of National Smile Month 2013, the British Dental Health Foundation are giving away 15,000 'Smileys' on a first-come first-served basis.

The first 3,000 eligible organisations who declare their interest on the National Smile Month website will each receive five free 'Smileys' as well as a campaign guide packed with information on how to get the best out of this year's campaign.

National Smile Month promotes three key messages for great oral health: to brush for two minutes twice a day with a fluoride toothpaste; to cut down on how often you eat sugary foods and drinks; and to visit the dentist regularly, as often as they recommend.

After the success of the 'Smiley' in 2012, Director of Educational Resources at the Foundation, Amanda Oakey, expects the re-vamped campaign icons to be a similar success this year: 'People were absolutely thrilled with the Smileys. They're fun, they're educational and they are a great way to get people talking about oral health.'

The campaign runs from 20 May to 20 June 2013; to find out more and to register for five free Smileys, visit www.smilemonth.org.



ORTHODONTICS NOT REQUIRED

A website called 'Oddity Central' has reported on the craze for crooked teeth 'treatments' in Tokyo: a cosmetic dental procedure that lengthens and sharpens the canines, sometimes with adhesive, non-permanent custom-made artificial teeth, to enhance a feature the Japanese called *yaeba*.

In Japan vampire-like 'fangs', often caused by the molars pushing the canines forward, are considered cute and attractive. It is said that *yaeba* gives girls an attractive feline look, while others say it 'makes pretty girls look more approachable'.